



Mrs. Diluxshy Ravichandarn B.BA (Hons), M.Sc in Management.

Lecturer

Department of Business and Management Studies.

Faculty of Communication and Business studies.

Academic Record:

- M.Sc in Management at University of Sri Jayewardenepura, Sri Lanka.
- Bachelor of Business Administration (B.B.A) Hons at Eastern University Sri Lanka.

Employment History

- Lecturer from 2nd of January 2012 to to-date, Trincomalee Campus, EUSL.
- Management Trainee from 23rd of July 2011 to 31st of December 2011. Bank of Ceylon at Batticaloa Super Grade Branch
- Temporary Lecturer from 5th of July 2010 to 4th of July 2011. Eastern University Sri Lanka
- Temporary Assistant Lecturer from 14th of July 2008 to 01st of August 2009. Eastern University Sri Lanka
- District Project Manager from 1st of March 2006 to 31st December 2006. Sarvodaya under the UNFPA funded project
- Project officer in UNDP from March 2008 to July 2008
- Project officer in World Vision from 7th May 2007 to 30th May 2007

Professional Qualification:

- Successfully completed Staff Development Programme conducted by the Staff Development Centre of Eastern University Sri Lanka (April, 2013)
- Diploma in Computerize Accounting

Research Interests

- Management
- Human Resource Management
- Economics
- Marketing Management
- Entrepreneurship Development

Dissemination of knowledge

Research

- Published research full paper on ‘Study on Customer Satisfaction in State Banks in Trincomalee District’. (Special Reference to National savings Bank) in Annual Research Forum conducted by Open University Sri Lanka.
- Published article in book “Poverty, entrepreneurship and development” edited by Kamalakumary Karunanithy, ISBN 978-955-41489-0-1
- Published and presented full paper on ‘A Study on Service Quality Gap between State and Private Hospitals in Trincomalee’ in RCBS-2016 Vavuniya Campus.
- Published and presented full paper on ‘Factors Influencing on Microcredit Loan Repayment of Micro Finance Institutions in Trincomalee District’ Jaffna University International Research Conference – 2016 (JUICE 2016)
- Published full paper in Journal of Information System and Information technology (JISIT) Vol. 1 No. 1 2016. ISSN: 2478-0677 -2016 on ‘Factors Influencing Mobile Banking Adoption in Kurunegala District.

- Published and presented Abstract on ‘Multiple Borrowing and Loan Repayment: A Study of Microfinance Clients at Trincomalee District’ in Research Centre For Social Sciences, Faculty of Social Sciences, University of Kelaniya, 3rd ICSS 2016
- Waiting for the Journal Publication on ‘Multiple Borrowing and Loan Repayment: A Study of Microfinance Clients at Trincomalee District’ in Research Centre for Social Sciences, Faculty of Social Sciences, University of Kelaniya,
- Published full paper on ‘Principal Component Analysis of Influence of Organizational Justice on Employee Engagement’ in AIRC-2016, Faculty of Management and Commerce, South Eastern University of Sri Lanka.
- Assessment of factors influencing Tamil entrepreneurship development in Manmunai North DS division in Batticaloa.
- Survey on Alternative Source of Generating Income among House Hold in Eravur Pattu D.S Division, Batticaloa District.
- The Study of the factors Influencing the Selection of Banks by the Clients in Batticaloa District.

Books

- நிறுவனங்களில் ஊழியர் செயற்றிறன் மதிப்பீடு (Employee Performance Evaluation in Organizations)
- சிறு முயற்சியாண்மையில் பெண்களின் பங்கு (The Role of Women in Small Entrepreneurship)
- மாற்றங்கள் நிறைந்த உலகம் அதனை எதிர்கொள்ளத் தயாராகும் நிறுவன செயற்பாடுகளும் (The Organizational Response towards the Changing World)

Articles published

- Coping with work stress in today's uncertain climate on June 12, 2009
- Satisfying their customer is the key for any business' success on May 29, 2009
- How to Become a Successful Entrepreneur in today's World Environment & Business Today on may 28, 2009
- Ways to Increasing Employee Performance on July 2, 2009
- The Importance of Accounting for Small Business on June 5,2009
- Challenges for Human Resource Management (HRM) in Competitive World on May 25, 2009
- இலங்கையில் யுத்தத்திற்குப் பின்னரான வியாபார வாய்ப்புக்கள் (After War Business Opportunities in Sri Lanka) on July 2,2009 in Virakesari
- தொழிலாளர்கள் தமது திறன்களை அறிந்துகொள்வதன்அவசியம். (Employees' Talents and Skills) May 28, 2009 in Virakesari
- விஞ்ஞானத்தின் பயனை உலகிற்கு வழங்கும் தகவல் தொழிநுட்பம் (Use of Technology) June 11, 2009 in Virakesari
- மாற்றங்கள் நிறைந்த உலகும் அதனை எதிர்கொள்ளத் தயாராகும் நிறுவன செயற்பாடுகளும்; (Change Management) on April 28, 2009 in Virakesari
- இலங்கையில் சிறு தொழில் முயற்சியாண்மையின் அவசியங்கள் (Need for Small Business in Sri Lanka) April 10, 2009 in Virakesari
- மன அழுத்தமும் அதன் விளைவுகளும் (Mental Stress and its Consequences) on June 2009 in Kizakoli Non Academic Publication.
- பெண்களும் முயற்சியாண்மையும் (Women and Entrepreneurship) on June 2009 Thondan monthly magazine.
- மிகச் சிறந்த விற்பனை மேம்படுத்தல் கருவியாக வாடிக்கையாளர் திருப்தி (Customer Satisfaction) on February 2010 in Kizakoli Non Academic Publication.
- மனிதவள முகாமைத்துவத்தின் இன்றைய சவால்கள் (The Challenges of Human Resource Management Today) The Leader Annual Publication of Faculty of Commerce & Management 2011
- ஜப்பானிய முகாமைத்துவத்தை இலங்கைக்கு அறிமுகப்படுத்துதல் (5S Concept) on December 2010 in Kizakoli Non Academic Publication.

At Trincomalee Campus

- Participated in the preparation of the Development Plan, Master Plan & Corporate Plan for the Campus.
- Participated in the preparation of the Curriculum Revision
- Panel member for viva – voce exam for Year IV students.
- Research guidance to the final year students (Internal & External).
- Coordinated the second year students and collected information for preparing data bank from 2012 to 2013
- Coordinated Induction Programme (Tri-Lingual) from 11th September 2013 to 10th September 2014
- Served as student counselor for two academic years 2011/2012 and 2012/2013 from 1st of April 2012 to 31st of March 2014.
- Facilitating website updates under IQAC from 2016 to date
- Academic Coordinator for External Studies from 1st of April 2016 to 31st of March 2017.
- Member of International Research Conference in 2016 and 2017.
- Created vision, mission and motto for T/T Konesapuri Tamil Vidyalayam in 2017.